

# City Lights

A Business-to-Business Publication from Marietta Power

Winter 2005

## Marietta Captures Top Award at GMA Ceremony

The Georgia Municipal Association (GMA) and *Georgia Trend* magazine honored the City of Marietta with the first-ever "Trendsetter Award" on January 24.



City Council members Betty Hunter, Johnny Sinclair, Anthony Coleman and Philip M.

Goldstein, City Clerk Shelia

Hill, and City Manager Bill Bruton accepted the award from *Georgia Trend* publisher Neely Young and GMA Executive Director Jim Higdon at GMA's 47th annual Mayors' Day luncheon at the Omni Hotel in Atlanta. Management Information Systems (MIS) Director Gene Estensen and members of his staff, Marietta Police Chief Bobby Moody and members of the Marietta Police Department, and assistant city manager Shannon Long also attended the luncheon.



Marietta took top honors in the Public Safety category in the larger city population category, winning over second- and third-place finishers Savannah and Alpharetta. Marietta has received regional and national recognition for its outstanding M-STAR community policing program. In addition, Marietta has attracted national attention through its partnership with the FBI, in the National Data Exchange (N-DEx) project. The MIS Department of Marietta developed the new technology for which Marietta received

recognition. The Google-like search program allows detectives to quickly search the Marietta crime incident database. Experts say that if detectives investigating the famous "D.C. sniper case" had such technology available when those crimes occurred, they could have identified the suspect much earlier by searching for information on the type of

rifle he used. An earlier incident report in Alabama would have shown the same type of rifle, thereby shortening the search significantly.

The Marietta technology caught the interest of the FBI and Marietta MIS became the first agency in the nation to submit crime incident data to the FBI in XML, the "language of data sharing." Estensen now chairs a focus group for the FBI, which is charged with developing the XML standard

## Editorial Focus

### Is Perception Reality or Just Another Misleading Cliché?

by Chuck George, BLW Board Member

At some point, we have all heard the old line that "perception is reality," and wondered if it's an accurate expression.

I worked in the private sector for a large corporation for more than 31 years. On many occasions, the subject of employee quality in business versus those employed in the public workplace came up for discussion. Virtually everyone readily perceived that the more qualified personnel worked in the private areas of business, whether at the local level or nationwide. I must confess that I went along with this perception for the most part, even though I had absolutely nothing to base my thoughts upon.

I have had a thought-provoking experience with my appointment to the Board of Directors for the Marietta Board of Lights and Water (BLW). First, the opportunity to meet BLW employees and actually learn something about what they accomplish on a normal workday is an education in itself. Second, I completed the city's Citizen Government Academy, where the participants were introduced to department heads, employees and city administrators. The work being done clearly showed that Marietta is on the leading edge of many

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# Nypro Atlanta Expands Paint Facility for the World of Decorative Automotive and Consumer Electronics Components

The next time you adjust the stereo or lower the electric windows inside your car, you may well have your finger on a button that Nypro Atlanta manufactured at its facility on Cobb Industrial Drive in Marietta.

"We manufacture decorative automotive interior components almost exclusively,



although we also provide components for a few consumer electronics manufacturers," said Dale Donati, general manager. "In addition to offering a range of injection molding capabilities, Nypro Atlanta has become North America's premier facility for paint and laser-etch applications.

"As part of a global organization with nearly \$1 billion in annual sales, we only supply products to major manufacturers," he said. "We supply products to nine of the 13 largest automotive factories in the world."

The company, formerly known as Amitech, has come a long way since it began operating at 1040 Cobb Industrial Drive in 1981. When it first opened, the company



focused entirely on injection molding components for a broad spectrum of electronics and consumer products. However, as injection molding became more of a commodity business, many U.S. companies began looking to Asian and Latin American suppliers for lower-cost

injection molded plastic products.

In response, Nypro Atlanta adjusted its strategy and began adopting the latest in painting and laser-etching technology in order to offer added value to its customers. The company also chose the Southeast's rapidly growing automotive industry as its new target market.

Today, Nypro Atlanta continues to offer injection-molding capabilities that include automated-insert molding, vertical-insert molding and two-component molding, as well as standard-injection molding ranging from 40 to 400 tons. In addition, the company can provide value-added assembly services such as pad printing, heat staking, ultrasonic welding, gluing and assembly.

In recent years, Nypro Atlanta opened a second facility next door to house its state-of-the-art paint system, which offers up to three-color capability and yag laser-etch



capabilities. Advanced robotics on all of the company's molding machines, combined with bowl feeders and integrated automation, make Nypro Atlanta's manufacturing processes even more efficient. These processes enable the company to produce a wide range of backlit display panels for automotive and consumer electronics applications.

"As we have expanded through the years, our energy needs have also increased significantly," Donati said. "Fortunately, we have always had Marietta Power to help us examine our power needs during each phase of expansion."


In addition to supplying a reliable source of power throughout the company's existence, Marietta Power helped Nypro Atlanta evaluate its future energy needs each time it prepared to add new capabilities. For example, when the

company moved from a one-booth paint system to its current state-of-the-art robotic three-booth system, Marietta Power helped the company determine the necessary power



requirements and assisted in providing the infrastructure needed to ensure that power supplies keep pace with Nypro Atlanta's demands. Marietta Power also conducts regular inspections to identify hot spots and head off potential problems before they occur.

"Marietta Power touches base with us each month to find out if we have any additional needs, evaluate the service they provide and identify opportunities for improvement," Donati said. "Their attention to our needs has always enabled us to avoid any long power outages that would adversely affect our operations."

He added that Nypro Atlanta expects its relationship with Marietta Power to continue to grow as the company and its talented team of 150 dedicated employees continues working to attract new world-class customers to its growing business. Donati encourages anyone interested in learning more about his company to visit [www.nypro.com](http://www.nypro.com). 

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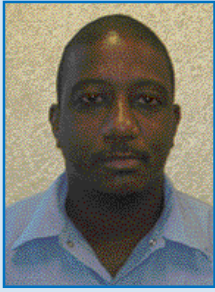
is published by Marietta Power. Editor Peter Jonsson and the staff of City Lights welcome your questions, suggestions and comments. Address letters to:

## City Lights

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## Employee Profile



Reginald Jones

## Reginald Jones Fulfills a Vital Role as Marietta Power's Lead Service Technician for Collections

As lead service technician for collections, Reginald heads up the team of technicians responsible for service calls that result in payment for delinquent accounts or the disconnection of a customer's service for nonpayment.

"We always hope we won't have to disconnect service when we visit a customer," Jones said. "But it's a job that has to be done. We just try to remain as professional as we can at all times and communicate clearly why we came and what we have to do."

Despite the inherent public relations challenges of his work, Jones enjoys the fact

that his job allows him to meet people with many different backgrounds. The support that he receives from other members of the Marietta Power team also makes his work more pleasant.

"The Customer Service Department is like one big family," he said. "We have a great group of people here. I would rather work with them than anyone else."

Jones first came to Marietta in 1987 after earning his bachelor's degree in land surveying and drafting from Louisiana Tech University. The Louisiana native went to work for the City of Marietta in 1989 as a meter reader. Jones was transferred to the collections arena after his department was reorganized.

"I like to joke that one of these days I will write a book about some of the incidents that have occurred in the course of my job and all the reasons people give for not having paid their bills," he said. "I've encountered a lot of interesting people and situations through the years."

In his spare time, Jones is working on restoring a 1969 Ford Mustang. He also enjoys weightlifting and playing basketball, and describes himself as a fan of most sports.

In addition, Reginald devotes a lot of time to his fiancé Shawntai. Jones also spends time with his 17-year-old son, Jarrod Jones, who is going to graduate from high school this spring. ✎



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for the nation.

"The importance of this new technology, conceived and developed by the City of Marietta, Ga., cannot be overemphasized," Estensen said. "It is cutting-edge technology that will help enhance public safety throughout the United States and the world. It will be an important tool in homeland security."

"We are very proud of the important work our MIS department is doing," Bruton said.

"They have been recognized for a long time for their forward-thinking technological skills and advancements. We are very pleased that they have been able to develop this useful tool for our Marietta Police Department, which will, no doubt, soon aid agencies worldwide."

The February issue of *Georgia Trend* featured the City of Marietta and other Trendsetter Award winners.

"The winners demonstrate the many ways in which Georgia's cities are leading the way in local government," Higdon said. "These cities show how cities can use their resources to improve the quality of life for their residents, and provide services in a better, more efficient manner." ✎

# GeorgiaTrend

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things with regard to managing a city in our high-tech society. This work is being carried out by quality individuals at all levels, and by people who care about what they are doing. We are very fortunate to have the caliber of city employees that Marietta enjoys today.

So back to the opening line, the one that

wonders about the accuracy of the saying, "perception is reality." In this case, the answer is a clear and resounding "no," and my new thought process tells me that the same probably holds true in many other cases, as well. ✎



### Saturday, April 16

#### Calvary Kids Fun-Fair

Calvary Children's Home

2 p.m. to 6 p.m. (rain or shine)

Sponsored by the Rotary Club of Marietta Metro

Advance tickets: Adult - \$8; Youth - \$4

At the gate: Adults - \$10; Youth - \$5

For more information and tickets visit:

[www.calvarykidsfunfair.org](http://www.calvarykidsfunfair.org)

### Saturday, April 23

#### Cobb Family Fun Festival

Marietta Square

10 a.m. to 3 p.m.

Event includes live musical entertainment, inflatable carnival rides, free game booths, prizes. Interactive presentations from Police, Fire, and Parks, Recreation and Cultural Affairs.

Storytelling sessions, magicians, balloon artists, and face painters, arts and crafts.

Call (770) 528-8806 for information

**Free!**

### Sunday, April 24

#### 12th Annual Taste of Marietta

Marietta Square

11 a.m. to 7 p.m.

Come enjoy food, fun, all-day entertainment and family activities.

Over 50 restaurants will serve treats ranging in cost from .50¢ to \$4.

Call (770) 429-1115 for information

### Friday, April 29

#### Glover Park Evening Concert

Featuring Livin' Large

60's and 70's music

Call (770) 794-5601 for information

**Free!**

### Thursdays, May 5, May 12, May 19, May 26

#### Brown Bag Concert Series

Marietta Square

12 p.m.

Call (770) 429-1115 for information

**Free!**

### May 7 and 8

#### May-Retta Daze Arts and Crafts Festival

Marietta Square

Saturday, 10 a.m. to 6 p.m.,

Sunday, 11 a.m. to 5 p.m.

Call (770) 429-1115 for information

### Sunday, May 8

#### Mother's Day Brunch

Olde Towne Athletic Club

11 a.m. to 2 p.m.

\$14.95 adults; \$6.95 for children under 10

Reservations required

Call (770) 578-9901, ext. 24, for information

### Friday, May 27

#### Glover Park Evening Concert Series

Glover Park in the Marietta Square

8 p.m.

Free

Call (770) 794-5601 for information

## City Lights

### Marietta Power

675 N. Marietta Pkwy.

Marietta, GA 30060-1528

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